

São Paulo, August 31<sup>st</sup> 2020

Dear Exhibitor,

In view of the lack of definition of the Government of the city of São Paulo to release the permit to hold events, and respecting the deadline communicated to exhibitors, we inform that ProWine São Paulo will be postponed to October 2021.

Although the “Plano São Paulo”, an economic recovery plan developed by the Government of the State of São Paulo, states that events will be allowed to be held from October 12<sup>th</sup>, 2020, the city of São Paulo refuses to start the permit analysis process before this date.

Therefore, taking into account the financial loss that a late cancellation would cause to exhibitors and visitors, and given the constant sudden changes in the “Plano São Paulo”, we, as organizers of ProWine São Paulo, have decided to postpone the trade fair.

It was also decided that ProWine São Paulo will not be replaced by a digital event, since we believe that part of the success of a professional trade fair is the experience lived in person and the relationships it brings. Therefore, the next edition of ProWine São Paulo will take place physically in October 2021. Your participation contract will be transferred to the next edition. A letter of credit and a new contract will be sent to you soon. The participation and services costs will also be maintained.

Nevertheless, given the current moment of the Brazilian wine sector, in which the consumption of wine has broken historical records, one cannot deny the importance of stimulating our players by presenting new products, consumption trends and business opportunities that will boost the industry even further.

Therefore, we are preparing some initiatives which will be presented very soon. One of them is the ProWine São Paulo app that will work as a matchmaking tool, in which exhibitors and visitors will be able to connect to each other as of September. Access will be valid for all exhibitors until ProWine 2021.

The world is experiencing a moment of great uncertainty and instability. However, we believe that with planning and a broad view of the market it is possible to make quick and effective decisions.

We are prepared to always present to all our stakeholders the best solution, the best content and the best opportunities.

Count on us at any time.

Regards,



Rico Azeredo  
Director of ProWine São Paulo



International Trade Fair  
for Wines and Spirits

ProWine São Paulo  
Outubro 2021

[www.prowinesaopaulo.com](http://www.prowinesaopaulo.com)



Emme intermediação de Negócios Ltda  
Alameda dos Maracatins, 1.217 cj 701  
São Paulo - SP - 04089-014 - Brasil

+55 11 2365-4313  
[info@provino.com.br](mailto:info@provino.com.br)

